



Commission  
to Prevent Violence  
Against Women

**Arizona Commission to Prevent Violence Against Women**

**Outreach and Awareness Subcommittee**

**April 29, 2019, 2:00 p.m.**

**Governor's Office of Youth, Faith and Family**

**Conference Room A**

1700 W. Washington, PHOENIX, ARIZONA 85007

A general meeting of the Commission to Prevent Violence Against Women was convened on April 29, 2019 at the Governor's Office of Youth, Faith and Family 1700 W. Washington, STE 230, Phoenix, Arizona 85007, notice having been duly given.

Members Present (5)	
Steve Stahl, Chair	
Patricia George	
Laura Guild	
Christa Steiner	
Monica Yelin	
Staff/Guests Present (3)	Members Absent (2)
Diane Umphress (Phone)	Kate Brophy McGee
Rebecca Chesley	Nicole Bidwill
Brittney Trahan	

**Call to Order**

- **Mr. Steve Stahl, Chair**, called the Outreach and Awareness Committee meeting to order at 2:05 p.m. with 5 members and 3 staff and guests present.

**Welcome and Introductions**

- **Mr. Steve Stahl, Chair**, welcomed everyone and asked all members, staff, and guests to introduce themselves.

**Subcommittee Goals and Strategic Plan**

- **Mr. Steve Stahl, Chair**, requested a review of the 2019 Commission to Prevent Violence Against Women Strategic Plan. **Rebecca Chesley** reviewed the 2019 Outreach and Awareness Committee strategic plan goals and asked if any committee members had any changes or recommended action plan items.
- **Laura Guild** asked about a date for the 2019 Lighting Arizona Purple Event. **Rebecca Chesley** stated that GOYFF is submitting a request for the Governor in May to secure a date.

### **Lighting Arizona Plans (LAP)**

- **Steve Stahl** asked if there are any action categories for Objectives A, B, and C of the Strategic Plan. He mentioned that he attended LAP 2018 and he noticed that there is not much involvement from local elected officials. **Steve Stahl** asked how we can get more involvement from local elected officials.
- **Rebecca Chesley** informed members about the LAP invitation letter and who the letters were sent to last year. She also mentioned that she would share the document that outlines the various organizations and cities that participated in some way in Lighting Arizona Purple 2018.
- **Steve Stahl** stated that Lighting Arizona Purple is currently supported primarily by victim service providers but should be driven more by local officials. **Rebecca Chesley** mentioned that LAP has previously focused more on reaching out to victim service providers, but that GOYFF has a goal to engage more of the public and other non-domestic violence specific organizations, such as elected officials. **Diane Umphress** stated that a few years ago LAP had a good representation of legislature. She also stated that the committee should engage media to help get more involvement from legislature and local elected officials.
- **Steve Stahl** suggested finding a survivor to sing the national anthem. All agreed that this was a good idea.
- **Laura Guild** asked Rebecca Chesley if GOYFF has data of previous attendance numbers. **Rebecca Chesley** stated that she will find the information and share it. She also mentioned that many people who attended Lighting Arizona Purple previously had attended an all-day training hosted by APAAC and then walked to the capitol. Since the LAP location changed in 2018 due to the weather, this impacted the number of attendees. She also mentioned that she would like to involve the sub-committees for the planning of LAP as much as possible.
- **Monica Yelin** asked if we want to have vendor tables at the event. **Diane Umphress** stated that there has been tabling in years past during the LAP event but that attendees often do not spend much time at these tables and she does not recommend having them, considering the work load required for these. **Rebecca Chesley** suggested that instead of having organizations table during Lighting Arizona purple, GOYFF could have a resource table available for agencies to leave their information.
- **Patricia George** recommended sending out a “Virtual Notebook” to attendees so they have access to resources that can be shared in their community.
- **Rebecca Chesley** informed committee that PetSmart Charities has discussed providing a toolkit for Lighting Arizona Purple, which would be similar to a virtual notebook.
- **Steve Stahl** stated that we could coordinate with HomeDepot and PetSmart Charities when making a purchase in store to give the customer an option if they would like to make a donation.

- **Diane Umphress** stated that we should explore various funding options and mentioned the idea of having agencies adopt a HomeDepot and have the organizations table inside HomeDepot and provide information.
- **Steve Stahl** suggested having Governor Doug Ducey recognize all the local elected officials that attend Lighting Arizona Purple and get the Governor involved outside of the event to grasp the attention of local elected officials.
- **Christa Steiner** suggested having Governor Doug Ducey create a video for the local officials that would serve as a call to action.
- **Committee members** agreed that having a call to action from Governor Ducey would help to engage local officials
- **Laura Guild** stated a theme should be created for LAP. **Steve Stahl** stated that the STOP sign has become an icon for Lighting Arizona Purple, and many community partners value the pictures they are able to take with the stop signs. He recommended working more to collaborate with law enforcement, as well as the faith community.
- **Rebecca Chesley** mentioned that GOYFF would like to engage various cities across the state as much as possible, possibly having multiple kick off events across the state. She also mentioned that GOYFF plans on doing a Faith Community Roundtable during October for Domestic Violence Awareness month.
- **Steve Stahl** recommended partnering with school districts to provide training during the month on healthy relationships
- **Christa Steiner** recommended reaching out to other corporate headquarters that are located in Arizona, such as State Farm, Intel, Blue Cross Blue Shield, Dignity Health and HonorHealth.
- **Monica Yelin** suggested also reaching out to the FBI to participate.
- **Rebecca Chesley** informed committee members that many state agencies get involved due to the letters they receive from Governor Ducey. Rebecca stated she would take the recommendations to the Director to further discuss how to engage the entire state.

### Review of Sexual Assault Awareness Month

- **Rebecca Chesley** reviewed the events that took place in the month of April for Sexual Assault Awareness Month. She stated that GOYFF tabled four times in the month of April at Take Back the Night, the Farmer's Market, and ASU events. Rebecca mentioned that the Sexual Assault Roundtable and Sexual Assault Symposium were both beneficial and successful events. She stated that about 150 people were in attendance for the Sexual Assault Roundtable.
- **Monica Yelin** stated that goal D should have a specific name for the sexual assault awareness campaign. **Rebecca Chesley** responded that the campaign name created this year was #TEALinitiative. **Christa Steiner** mentioned that there is not a connection yet between teal and sexual assault for many people in the community, but with time we are hoping it picks up. **Diane Umphress** mentioned that since there are several issues being addressed in the month of April, which is also child abuse awareness month, sexual assault may be forgotten about. Diane stressed the importance and the need for marketing the sexual assault campaign. She stated that the campaign needs to be a statewide

campaign and not just for the city of Phoenix and should have a logo.

- **Steve Stahl** mentioned that ADOT may be willing to market the month on their electric signs **Rebecca Chesley** mentioned that ADOT is involved in Lighting Arizona Purple and may be willing to assist in marking sexual assault awareness month as well.
- **Committee members** agreed to have ongoing discussion and brainstorming about how to continue a sexual assault awareness month campaign.

### **Member Recruitment**

- **Christa Steiner** recommended including Southwest Indigenous Women's Coalition and the City of Phoenix
- **Steve Stahl** recommended reaching out to the Arizona Superintendent of Public Instruction, so she can assist in raising awareness in Arizona schools.

### **Future Meeting Dates**

- **Rebecca Chesley** asked committee members to review their calendars and decide on a future meeting date that would allow ample time to plan for Lighting Arizona Purple
- **Committee members** decided to meeting on June 24<sup>th</sup> at 1:00PM

### **Adjourn**

- **Mr. Steve Stahl, Chair** called for adjournment at 3:18 pm.

Dated the 7<sup>th</sup> of May, 2019  
Outreach and Awareness Sub-committee  
Respectfully Submitted By:  
Rebecca Chesley  
Program Administrator, GOYFF